

# **SYSTEMS AND METHODS FOR TARGETING CONSUMERS ATTITUDINALLY ALIGNED WITH DETERMINED ATTITUDINAL SEGMENT DEFINITIONS**

## **ABSTRACT OF THE DISCLOSURE**

5           Disclosed herein are systems and methods for selecting a target group of consumers  
from a larger group of consumers in a computer database. Thus, for a given brand and  
marketing objective, the systems and methods provide for identifying the dimensions that  
define a relevant attitudinal consumer segment (or segments). In addition, the systems and  
methods select consumers, from an in-house or third party database containing appended  
10 variables, who are most attitudinally aligned with the target segment definition(s).